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## THE RELATIONSHIP BETWEEN PERSONAL FACTORS AND WOMEN PREFERENCES TOWARDS TENUN IKAT

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**Abstract** - Indonesia is the largest archipelago in the world that contributes to the richness of textiles tradition. The market of local textile is growing, knowing the fact that there are a lot of potential productions in many regions in Indonesia, such as batik and kebaya. Unfortunately, the exploration of tenun ikat in fashion world is not that much rather than batik and kebaya, whereas major production and usage of tenun ikat is actually big. Therefore, it has to be developed, as tenun ikat definitely has an opportunity in the market, and this final project will be focusing on the preferences towards Tenun Ikat by identifying personal factors' relationship to consumption behavior towards tenun ikat. The research was executed in Jakarta, Bandung, Central Indonesia, and East Indonesia. Questionnaire regarding personal factors, awareness, consumption behavior, and consumer preferences were filled by 200 female respondents in age range 17 – over 50 years old who interested in Tenun ikat as the object of the research. The data collected is analyzed using Microsoft Excel, IBM's SPSS 20.0 tool for Mac and processed through Frequency analysis, Cross-tab chi-square analysis, Multivariate: Post Hoc Test Analysis, ONE-WAY ANOVA, and Discriminant. The result found that women are aware of the visual aesthetic product design, and all women in all group of age, group of city origin, group of occupation, and group of monthly expense are used to use tenun ikat as utilitarian goods. It turns out they are already aware of the use tenun ikat for fashion. So, tenun ikat for fashion is definitely has a big opportunity.

**Keywords:** cultural heritage, consumer preferences, consumption behavior, personal factors

### Introduction

Indonesia is a rich country with remarkable natural and non-biodiversity resources. Based on the data from the Indonesian Ministry of Public Affair, 17.504 islands are outspread in Indonesia from Sabang to Merauke. This geographical condition produced multi-cultural heritages from the past and current Indonesian civilizations that need to be protected and conserved as national heritage. Among many cultural achievements, one thing that stands out is the diverse textile traditions. As the largest archipelago in the world, Indonesia contributes to the richness of this textile tradition with each region has their own signature style of textile.

Fashion remains the dominant subsector of the creative industry in Indonesia in terms of contribution to GDP at 63.3% for 2010 followed by crafts at 33.2%. Contribution to exports increased by over 35% from 2006 to 2010 (Ministry of Trade) which is impressive considering its relative novelty as a commercial subsector.

Many Indonesian designers have accomplished remarkable achievements not only in Indonesia, but also abroad. Tex Saverio is one of the brightest young talents from Indonesia who successfully got a spotlight when he had a chance to design one of the famous singers in the world. It was Lady Gaga. There is also Biyan Wanaatmaja, who has created many fashion line from the eponymous BIYAN;Studio 133; (X)S,M,L; and Biyan Bride.



**Figure 1.1 (Left) Tex Saverio (Right) Biyan Wanaatmaja**

There are also many Indonesian designers who successfully built their brand through Indonesia's special textile tradition. The famous Kebaya designer Anne Avantie is listed as a contemporary kebaya pioneer by the Indonesian Museum of Records (Muri) in 2011, and Josephine Obin Komara, one of the most Batik designers in Indonesia that her textiles have been previously shown in *Wearable Art: Indonesian Batik Cloth*, an exhibition held in Korea during 2010.



**Figure 1.2 (Left) Anne Avantie (Right) Josephine Obin Komara**

Among Indonesia's cultural textile traditions, one thing that also stands out is tenun ikat, which is made from the weaving with the deep sensitivity and great care, the warps and wefts are woven into a length of fabric over a substantial period of time. However, this special textile has not been exposed as much as kebaya and batik.

Tenun ikat has been preeminent product and rapid livelihood. For example in Lamongan, there are at least 50 entrepreneurs of tenun ikat that have been successful, and their collections have been sold to abroad, such as to Saudi Arabia, Iraq, and Egypt. In a prior observation, in some regions, tenun ikat has been developed as a tourism attraction. The weavers like to make tenun ikat for sale, especially in tourist destinations, such as in the East part of Indonesia.

In term of gender, for some time now, women have been the powerful yet influential consumers. Based on research, women take bigger part on shopping rather than men. In this primary role, women find themselves buying on behalf of everyone else in their lives. In shopping, they put a long list, which is not only for themselves, but also on behalf of their husbands, partners, kids, colleagues, friends, relatives, parents, and many more. Also, when women buy gifts, chances are they want to wrap the goods nicely with an attached personal message. It, therefore, means that women are multiple markets in one. They are the open gates to everybody else. So, every time women get a great service, they have a multiplier effect on the business because women represent a broad range of other potential customers, and will likely tell people about that great service (word of mouth).

By analyzing demography that is related to preferences and aesthetic values, it is able to know which consumers preferred which aspect, so certain efforts and attention can be taken and made to

make sure that consumers find the product that they want. Based on previous study, females attach more importance to aesthetics than males (Marie"lle E.H. Creusen, 2010).

Therefore, this research is to seek women's preferences (visual aesthetic preferences) towards tenun ikat by identifying personal factors' relationship to consumption behavior.

#### Research Questions:

1. How is the awareness of the respondents towards tenun ikat?
2. How is the consumption behavior of the respondent?
3. How is the influence of personal factors towards consumption behavior?
4. What is the preference of visual aesthetic of the consumer?

#### Literature Review

##### Personal Factors

Value is defined as "a belief pertaining to desirable end states or modes of conduct that transcends specific situations, guides selection or evaluation of behavior, people, and events, and is ordered by importance relative to other values to form a system of value priorities" (Schwartz, 1994)

##### Consumption Behavior

Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon, Bamossy et al. 2006, p6; Jeff, Bray 2010)

##### Consumer Preferences

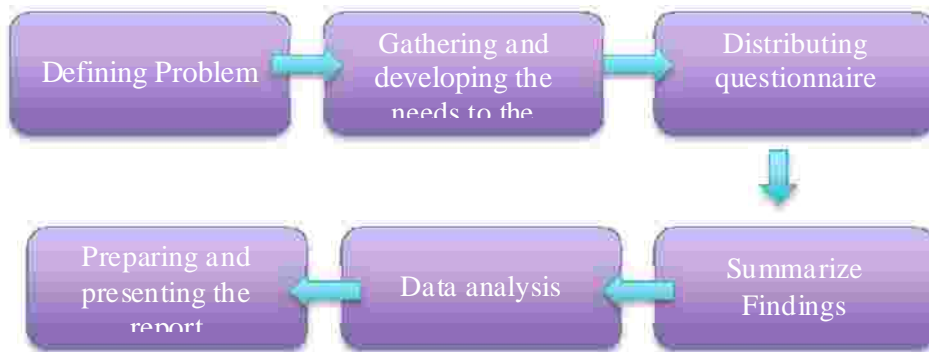
The aspects and factors of tenun ikat are divided into four categories. This hand-woven textile of Indonesia has two main materials, which are cotton and silk. As known as the diverse culture of textile, tenun ikat is able to produce many colors from the materials, so it can be categorized as dark and bright. Because each of regions in Indonesia has its signature style of tenun ikat, the motifs can be summarized in stripes, geometric, clan, animal, and floral. Also, every region has its belief about the meaning of the textiles that can be categorized as symbol of status, life-cycle ceremonies, protection and healing powers, and daily wear.

##### Aesthetic Preferences

As an area of marketing concern, this is largely because the buying behavior of consumers has been shown to depend a lot on the appearance—the 'look' of products to consumers. It supports the previous study that stated when a company is able to match each other on dimensions of quality and price; superior design is seen as a key to winning customers (Crozier 1994; Nussbaum 2000). As consumers nowadays expect and demand good design more than many time since years ago (Coates, 2004).

#### Methodology

This research is designed in quantitative study, and conducted on April 2014 – August 2014. Mapping the framework of the research process is needed to reveal the summary shortly. The mapping framework is presented as the following steps:



### Data Collection and Analysis

#### Awareness

Awareness plays role as the top of mind from the respondents. It is the measurement of the non-measurable and measurable aspects about the product or brand such as values, ideas, and other things that make the product or brand unique.

#### The Top Five Words in Respondents' Mind towards Tenun Ikat

The respondents were asked to state three words that come to their mind when they hear about tenun ikat. There are 115 different words that the respondents stated. These are the top five words:

Tenun Ikat	Frequency	%
<b>Tradisional (traditional)</b>	<b>58</b>	<b>10.47</b>
Etnik (ethnic)	42	7.58
Indonesia (Indonesia)	40	7.22
Bagus (Good)	30	5.42
Kain (Fabric)	28	5.05

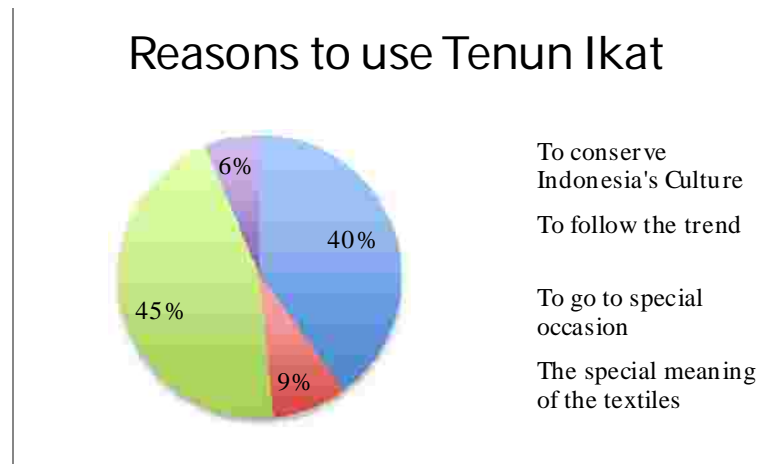
#### The Top Five Origin City of Tenun Ikat in Respondents' Mind

Each of the respondents was asked to state three different origin cities of tenun ikat that they know. There are 52 different origin cities of tenun ikat that they stated. These are the top five:

Original City of Tenun Ikat	Frequency	%
Lombok	82	14.99
Bali	80	14.63
NTT	38	6.95
Palembang	37	6.76
Jepara	29	5.30

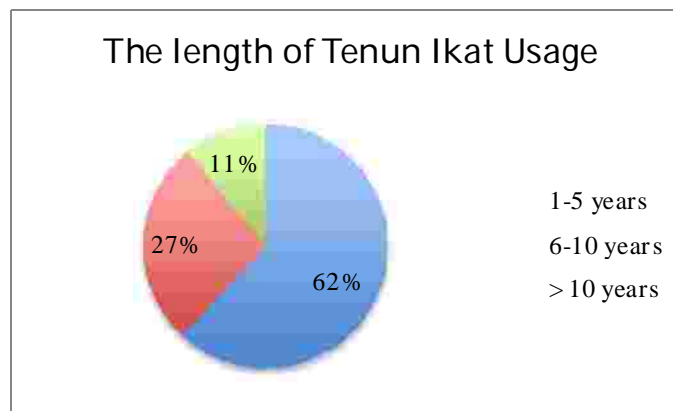
### Consumption Behaviors

#### Reason to Use Tenun Ikat



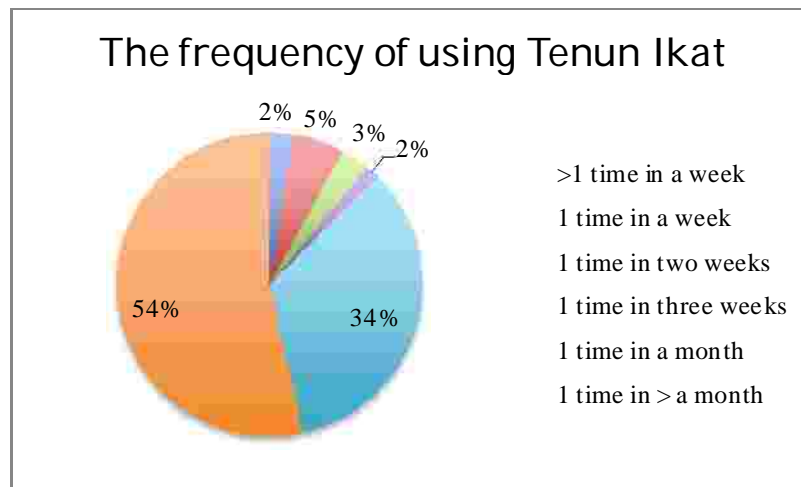
Most of the respondents have reason to use tenun ikat for going to special occasion, which accounted for 45% of the portion. The occasions are including recreation, going to relatives' house, wedding ceremony, death ceremony, baby shower, and any other life-cycle ceremonies. The result is also related to the culture of Indonesia's attire to attend special occasions. As such is reflected in Indonesia wedding, which is full of culture from the ceremony to the attire.

#### The Length of Tenun Ikat Usage



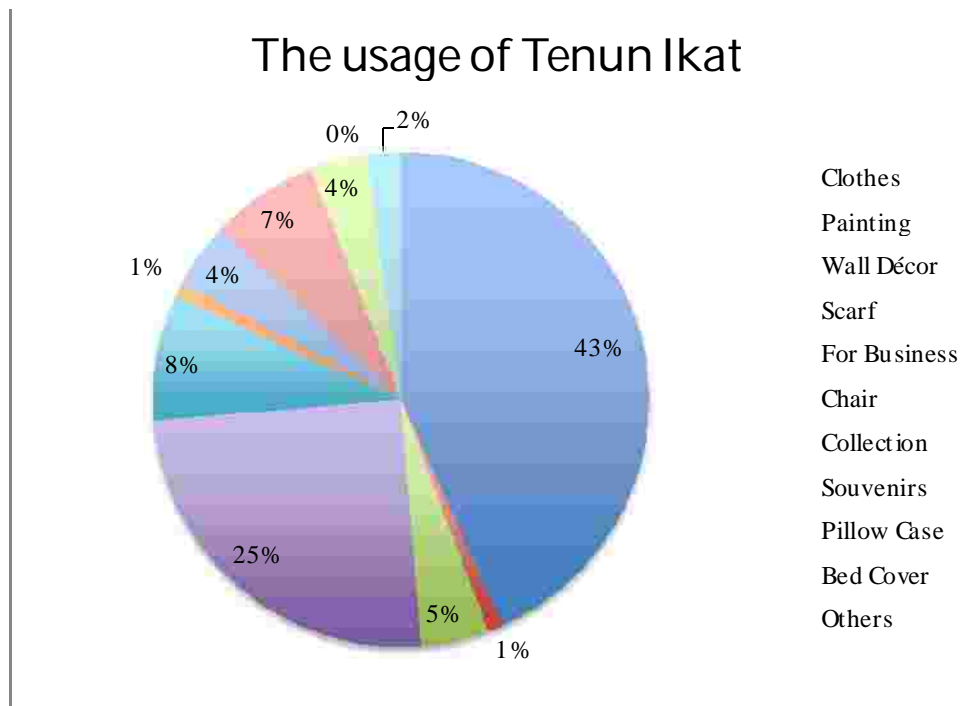
1 – 5 years is the length of time for more than half of the respondents using tenun ikat, and also not impossible for women who have used or worn tenun ikat for more than 10 years as it is clear that they accounted for the 11% of the portion. It can be stated that wearing of tenun ikat is increasing and developing to recent years. However, the awareness of tenun ikat still low in respondents' mind.

### The Frequency of Using Tenun Ikat



As the frequency of using tenun ikat that is stated above, respondents tend to use it one time in more than a month. 54% of the respondents not use them frequently, while 2% of the respondents are routinely use tenun ikat for more than once in a week, one of them is the current Ministry of Tourism and Creative Economic, Mari Elka Pangestu, who likes to wear tenun ikat to attend conference or just in the office. The result is also related to the occasion that the respondents usually wear. Usually, they wear tenun ikat to life cycle ceremonies, such as wedding. They are not coming to the wedding everyday, and usually once in a month or maybe once in more than a month.

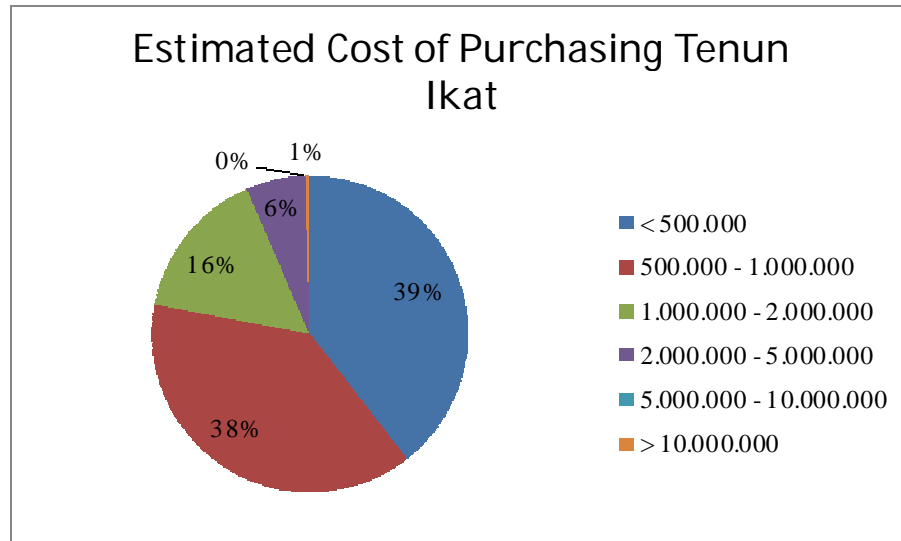
### The Usage of Tenun Ikat



It is clear that most of the respondents usually use tenun ikat as fashion goods, with the biggest percentage of 43% for clothes, and 25% for scarfs. Also in fact, not few of them using tenun ikat as

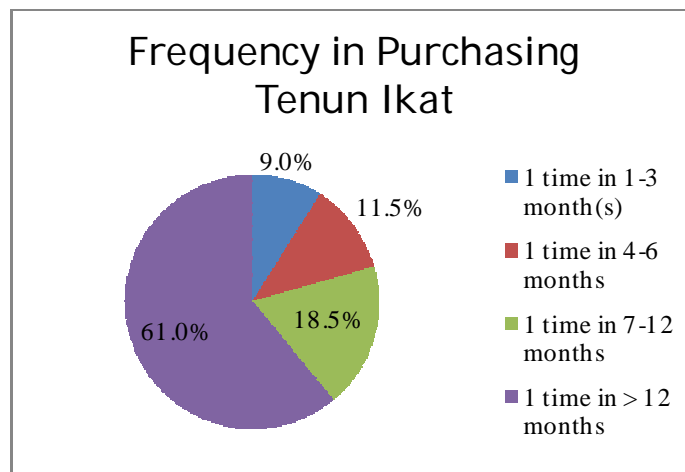
other than fashion goods, such as for business and collection. There are also respondents who use tenun ikat as bags and sarongs in the 'others' section.

#### Estimated Cost of Purchasing Tenun Ikat



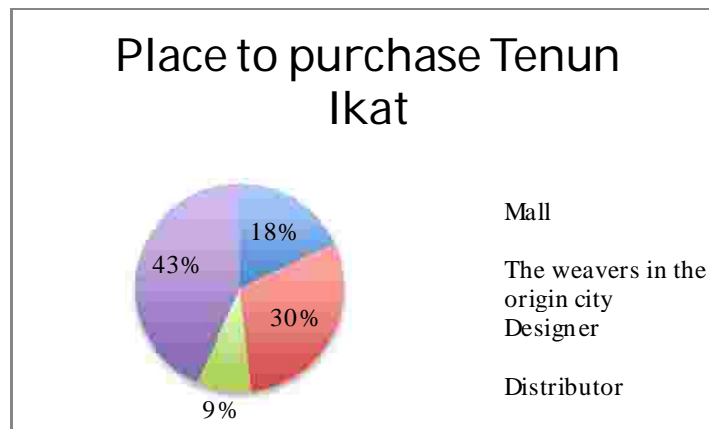
As the result, there is a slight difference between the amount of <IDR 500,000 and IDR 500,000 – IDR 1,000,000. But the amount that the most respondents stated is IDR 500,000. So, the respondents consider tenun ikat that cost <IDR 1,000,000 is affordable.

#### Frequency in Purchasing Tenun Ikat



61% of the portion is taken by the respondents who purchased tenun ikat one time in >12 months, while only 9% of the portion are buying tenun ikat in 1-3 months. One of them is the current Ministry of Tourism and Creative Economic, Mari Elka Pangestu. The whole result is also related to the monthly expense for leisure. Since the price of tenun ikat is expensive, most of the respondents like to purchase it one time in over 12 months.

## Place to Purchase Tenun Ikat



Most of the respondents purchase tenun ikat through distributor, which is classified as one of the easy way to get tenun ikat. This is because they are usually closer to costumers which distributor can be friends of costumer's friend. They can also be found in the group of people or in traditional market which price is usually cheaper or even bargained. The respondents who like to buy tenun ikat directly from the weavers at the origin cities also took quite big portion. Some of them purposely go there, or contact the weavers to send/transfer the textiles to them, or while traveling. The least number of the data is 9%, which is buying tenun ikat from designers. Although the tenun ikat in designer stores is more various and usually more beautiful and unique, but the respondents still think it is too expensive, but the result shows not few of the respondents still like to buy it from designers, considering the target respondents are mostly women who already have a stable income that can afford tenun ikat.

## Visual Aesthetic Preferences Ranking

With frequency analysis from SPSS Version 20, it shows that in Aesthetic Preferences (The meaning is hidden), the respondents tend to choose motif number six that accounted for 14.0%. It means that is the frequency that motif number six has chosen to be ranked as number one.



In the second place, there is an equal result of percentage between motif number one and motif number 15, both accounted for 10.5%.





## The influence of personal factors towards consumption behavior

## Demographic Influence to Reason to Use Tenun Ikat

	Scale value chi-square test		df	Asymp. Sig. (2-sided)
Age	Pearson Chi-square	20.621a	12	.056
City origin	Pearson Chi-square	32.370a	24	.118
Occupation	Pearson Chi-square	20.516a	12	.058
Monthly expense for leisure	Pearson Chi-square	16.903a	9	.050

From the table above, it can be seen that demography did not have relationship with reason to use tenun ikat according to Pearson Chi-square test.

## Demographic Influence to Length of Use

Demography to Length of use	Pearsons x2	df	Asymp. Sig. (2-sided)
Age	77.023 <sup>a</sup>	8	.000
City Origin	45.542 <sup>a</sup>	16	.000
Occupation	28.564 <sup>a</sup>	8	.000
Monthly expense for leisure	59.301 <sup>a</sup>	6	.000

By using cross-tab analysis, the result shows that there is significant relationship among age, occupation, city origin, and monthly expense for leisure towards the length of use of the tenun ikat.

## Demographic Influence to How Often to Use Tenun Ikat

Demography to Length of use	Pearsons x2	df	Asymp. Sig. (2-sided)
Age	106.507 <sup>a</sup>	20	.000
City Origin	121.205 <sup>a</sup>	40	.000
Occupation	43.395 <sup>a</sup>	20	.002
Monthly expense for leisure	62.657 <sup>a</sup>	15	.000

By using cross-tab analysis, the result shows that there is significant relationship among age, occupation, city origin, and monthly expense for leisure towards how often respondents use tenun ikat.

## Demographic Influence to the Usage of Tenun Ikat

Demography to the usage of tenun ikat	Pearsons x2	df	Asymp. Sig. (2-sided)
Age	47.308 <sup>a</sup>	32	.040
<b>City Origin</b>	<b>109.751<sup>a</sup></b>	<b>64</b>	<b>.000</b>
<b>Occupation</b>	<b>79.774<sup>a</sup></b>	<b>32</b>	<b>.000</b>
<b>Monthly expense for leisure</b>	<b>52.381<sup>a</sup></b>	<b>24</b>	<b>.001</b>

From the data above, it can be seen that not all the demographic aspects are significant with the usage of tenun ikat. Looking at the significance, age is above 0.025, which means it is not statistically significant towards the usage of tenun ikat. Here are the tables of demography aspects that are correlated with the usage of tenun ikat.

## Demographic Influence to Occasion to Wear Tenun Ikat

Demography to the occasion to wear tenun ikat	Pearsons x2	df	Asymp. Sig. (2-sided)
Age	13.245 <sup>a</sup>	12	.352
<b>City Origin</b>	<b>50.159<sup>a</sup></b>	<b>24</b>	<b>.001</b>
Occupation	12.230 <sup>a</sup>	12	.427
Monthly expense for leisure	17.009 <sup>a</sup>	9	.049

The table above illustrates the significance of each of the aspects. It is shown that age, occupation, and monthly expense for leusre have negative correlation towards the occasion to wear tenun ikat since the number of their significance is above 0.025. The tables show the detail information for the aspects that have positive relationship, which is city origin.

## Conclusion and Recommendation

## Conclusion

In summary, women are aware of the visual aesthetic product design. Also, all women in all group of age, group of city origin, group of occupation, and group of monthly expense are used to use tenun ikat as utilitarian goods. It turns out they are already aware of the use tenun ikat for fashion. So tenun ikat for fashion is definitely has a big opportunity.

## Recommendation

As tenun ikat has been part of Indonesians lives, this country's heritage has to be conserved and one of it is by creative industry –fashion.

- ✓ While the women are mostly aware of the tenun ikat existence, they still think it is traditional, meanwhile tenun ikat is more of an ethnical rather than traditional. So the awareness of the tenun ikat has to be widened. One of it is by holding more competition for young designers to design with tenun ikat material as the hand-woven textile heritage. The more it is recognized, the more people want to use tenun ikat, and the weavers in certain regions also get the advantage.
- ✓ By the awareness of people to wear tenun ikat. The trend of wearing and using tenun ikat for fashion will be widen, and it will be recognized internationally.

### Further Research Recommendation

Some improvement can be done for further research that mentioned as follow:

- ✓ Since fashion is not targeted only to female, observing male consumers as target respondent can be done for better improvement.
- ✓ Questionnaire distribution in wider city origin range, such the bigger population in the central and east Indonesia to get more details of the tenun ikat usage and preferences.
- ✓ Material attribution can be explored wider by taking more concern on the sense of touching in the material itself.

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